

Exhibit 1

99748844

NEW!

Crest

SENSITIVITY
TREATMENT & PROTECTIONFLUORIDE TOOTH PASTE
FOR ANTICAVITY, ANTIGINGIVITIS
& SENSITIVE TEETHRelief Within
Minutes*Lasting
Sensitivity ReliefProtects Against
Enamel Loss &
The Gum Disease
GingivitisSMOOTH MINT
TOOTH PASTE

NET WT 4.2 OZ (119 g)

Drug Facts

Active Ingredient

Stannous fluoride 0.454% (0.16% w/v fluoride ion)

Purposes

• helps prevent gingivitis harmful effects of plaque associated with gingivitis

• helps control plaque and gingivitis

• builds increasing protection against painful sensitivity of the teeth to cold, heat, acids, sweets or contact

• helps prevent gingivitis harmful effects of plaque associated with gingivitis

• helps control plaque and gingivitis

• builds increasing protection against painful sensitivity of the teeth to cold, heat, acids, sweets or contact

• helps prevent gingivitis harmful effects of plaque associated with gingivitis

• helps control plaque and gingivitis

• builds increasing protection against painful sensitivity of the teeth to cold, heat, acids, sweets or contact

Drug Facts (continued)

Stop use and ask a dentist if the sensitivity problem persists or worsens. Sensitive teeth may indicate a serious problem that may need prompt care.

Keep out of reach of children. If more than used for brushing is accidentally swallowed, get medical help or contact a Poison Control Center right away.

Directions

• adults and children 12 yrs. & older: apply at least a 1-inch strip of the product onto a soft bristled toothbrush. Brush teeth thoroughly for at least 1 minute twice a day (morning and evening) or as recommended by a dentist. Make sure to brush all sensitive areas of the teeth.

• do not swallow

• children under 12 yrs.: ask a dentist

• do not swallow

• children under 12 yrs.: ask a dentist

• do not swallow

• children under 12 yrs.: ask a dentist

• do not swallow

Drug Facts (continued)

Other Information

• products containing stannous fluoride may produce surface staining of the teeth

• adequate toothbrushing may prevent these stains which are not harmful or permanent and may be removed by your dentist

• this Crest is specially formulated to help prevent staining

Inactive ingredients: glycerin, hydrated silica, sodium hexametaphosphate, propylene glycol, PEG-6, water, zinc lactate, flavor, trisodium phosphate, sodium lauryl sulfate, sodium gluconate, carageenan, sodium saccharin, xanthan gum, polyethylene, titanium dioxide, Blue 1

Questions? 1-800-594-4158

Questions? 1-800-594-4158

Questions? 1-800-594-4158

Questions? 1-800-594-4158

Questions? 1-800-594-4158

Questions? 1-800-594-4158

CREST® SENSITIVITY
TREATMENT & PROTECTION
HOW DOES CREST SENSITIVITY
TREATMENT & PROTECTION WORK?

Over time, micro-channels in the dentin that lead directly to the tooth nerves can become exposed, allowing hot, cold, acids, sweets or contact to cause pain.



Crest Stannous Fluoride provides sensitivity relief within minutes by starting to block micro-channels with the first brushing.



When used as directed, Crest Sensitivity Treatment and Protection provides relief from sensitivity pain within minutes* and builds increasing protection against tooth sensitivity.

IT ALSO HELPS PREVENT
ENAMEL LOSS & THE GUM
DISEASE GINGIVITIS

Crest Sensitivity Treatment fights cavities, tartar, and whitening teeth and freshens breath.

For sensitivity relief within minutes brush sensitive teeth for 30 seconds each

SATISFACTION GUARANTEED

If you are not satisfied with your results, Crest will refund your purchase. Simply return your receipt and package UPC within 60 days of purchase. Limit to one refund per person. Call 1-800-887-9002 for more information.

DIST. BY PROCTER & GAMBLE, CINCINNATI, OH 45202
www.crest.com © 2011 P&G
US Patent No. 6,696,045; 6,740,311LOT 1041GR
EXP. JA 13